

## **Advertise an Activity**

- Budget at least three weeks for this activity, if you are actually going to film the commercial, or about one and a half weeks, if you are only going to create a storyboard.
- Break the class into groups of about five students.
- Have each group create a TV commercial promoting a school activity. You can have all groups create a commercial for the same activity and then pick the best commercial, or each group can create a commercial for a different school activity.
  - If all create a commercial for the same activity, and the class chooses the best commercial to produce, all students should be involved in the actual production process.
- Make sure each group completes the following steps:
  - Identify the target audience;
  - Generate and objectively evaluate ideas as to how to best reach the target audience and get its attention;
  - Understand why and how to create a storyboard;
  - Accurately estimate the time and effort that will be involved in filming and editing the commercial;
- If you have a video production studio at your school, have all students assist in actually producing the commercial to be shown during morning announcements. If you don't have a video production studio at your school, you can have each group create a storyboard for their commercial.
- Tell the groups they will be peer-evaluating their group members, so that all members participate in the activity. Everyone should work together to complete all steps in the process.